



# Mentor Logistics

## GMS Photo Consent Policy

**Pictures sell!** – We want pictures from your schools. Take pictures at school events, and send them to us. We use these pictures on our Web site, and other promotional materials. You can also use those stories, and picture in your own school-specific newsletters. Begin collecting them early so you can choose the best ones for your newsletters, and featured monthly school write-ups.

**You need parental permission** - It's good practice, and also required by law to obtain the child's name, and permission from his or her parents before using pictures in any publication or on a Web site.

**Schools have different policies** - Some schools require that parents sign some kind of waiver at the beginning of the school year that stays in the students' file. We've found that most schools prefer us to obtain permission from parents for each event where we'll be taking pictures.

**Talk to your principal** - During your initial meeting with the principal, you will want to explain to him or her that you will be taking pictures of students throughout the year, what you will be using them for, and that you want to obtain parental permission to do so. Together, you can decide whether to send home a permission slip that covers students for the entire year, or if you will send home a slip before each event.

**Example Photo Consent Form** – Take this form to your principal meeting as an example. You can use this form in one of two ways:

- 1) Make photocopies, or
- 2) Use it as a guideline to create your own consent form individually tailored for that school and the principals' concerns (for the entire year vs. individual events), or

**Other Ideas** - You might even consider incorporating this into Back to School night activities, with the principal's permission. The important point is to discuss this policy with the principal early on, and do what works best for their school, and community.

[DATE]

Dear Parent,

Your child attends a school that participates in the Gold Medal Schools Program, a statewide program to increase opportunities for kids to be physically active, make healthy food choices, and stay tobacco-free.

From time to time the school staff and health department employees will take photographs of students to be used in brochures and newsletters that promote the program. Please indicate below if you give permission for your child's picture to be used in Gold Medal School materials, and return with your student to school.

If you have any questions or concerns about your child's photograph being taken, please contact me at [PHONE NUMBER].

Sincerely,

[PRINCIPAL NAME AND TITLE]

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☐ **I authorize [SCHOOL NAME] and the Gold Medal School Program to use my child's picture** in promotional materials.

☐ Please **do not use my child's photograph** in Gold Medal Schools materials.

Child's Name \_\_\_\_\_

Parent's Name \_\_\_\_\_

Parent Signature \_\_\_\_\_

Date \_\_\_\_\_

Parent Contact Info: (in case we need to reach you about pictures being taken)

(home phone) \_\_\_\_\_ (mobile) \_\_\_\_\_ (work) \_\_\_\_\_

(street address) \_\_\_\_\_ city \_\_\_\_\_ state \_\_\_\_\_ ZIP \_\_\_\_\_

e-mail address \_\_\_\_\_